



Agent Checklist: 100 Real Estate Marketing Ideas

Short on ideas about how to jumpstart your marketing efforts? Here are 100 things you can do today to help build your brand and attract more business. Check off the items you've completed so far—and consider the ones you haven't. They could be the key to your future success!

Incorporate social media

- ☐ Start a Facebook page for your business instead of using your personal account.
- ☐ Tweet your open house information.
- ☐ Make short videos of your listings, team, happy clients, neighborhood events—anything that will engage your audience—and post them to Facebook.
- ☐ Post Instagram photos of each home's best feature.
- ☐ Update your LinkedIn profile, make connections, publish articles on LinkedIn and comment on others you find on the site.
- ☐ Use Periscope to live stream a Q&A session at your open house event. Let buyers know when you'll be live so that they can join.
- ☐ Create Pinterest boards to show off listings, neighborhoods, home décor ideas, seasonal tips and DIY projects.
- ☐ Offer reviews of local neighborhood restaurants, museums and other amenities.
- ☐ When using social media in your marketing, foster engagement by asking followers a question they can respond to.
- ☐ Use hashtags when and where appropriate to give people a way to discover your content.
- ☐ Engage with leads and clients on their own social media pages by liking and commenting on their posts.

Social media total

Helpful links

[The 25 Best Social Media Posts From Real Estate Agents](#)

[101 Social Media Posts for Real Estate Agents](#)

[Using Social Media for Real Estate Listings: 8 Essential Rules](#)



Improve your online presence

- ☐ Advertise on Zillow.
- ☐ Get a Zillow Premier Agent® website.
- ☐ Go for a new look by changing up your website layout.
- ☐ Create real estate “lookbooks” that are centered on a common element such as a certain property type or architecture, a trendy paint color or a décor theme.
- ☐ Offer industry white papers and guides that site visitors can download if they submit their contact information.
- ☐ Add an IDX feed to your website.
- ☐ Flex your writing muscles and draft some creative, alluring and effective listing descriptions.
- ☐ Post videos of home tours, profiles of your team members, client testimonials, family-friendly local event dates and topical industry updates.
- ☐ Improve your content for SEO ranking.
- ☐ Optimize your website for mobile devices.
- ☐ Start a blog.
- ☐ Offer to be a guest author on colleague’s blog.
- ☐ Add a “Question of the month” that website visitors can answer with one click, then include the results and your expert answer on the confirmation/landing page.
- ☐ Take your own photos of the local area and post them to your website.
- ☐ Share real estate and mortgage data.
- ☐ Post letters from happy clients.
- ☐ Create a vanity page for each neighborhood in your area and include a write-up on it with tidbits only the local real estate professional would know.
- ☐ Ask clients for reviews and add them to your Zillow profile.
- ☐ Use Zillow Tech Connect: Reviews to publish your reviews on Zillow to your own website.

Helpful links

[5 Ways to Optimize Your Agent Profile on Zillow](#)

[Real Estate Agent Advertising](#)

[Premier Agent Websites](#)

[Words Matter: Crafting Listing Descriptions That Sell Homes](#)

[Strength in Numbers: Adding Real Estate and Mortgage Data to Your Website](#)

[Zillow to Launch Zillow Tech Connect: Reviews](#)



Improve your online presence cont.

- ☐ Respond to every review—positive, negative or neutral. You'll look professional and focused on customer service.
- ☐ Update your sales history on your Zillow profile.
- ☐ Make sure all your listings are connected to your Zillow profile.
- ☐ Refresh your Zillow Agent Finder profile.
- ☐ Add a new article category to your blog, such as Ask the Expert, Industry Trends or Did You Know?
- ☐ Send out a monthly newsletter.
- ☐ Clean up your visual brand (logo usage, fonts, colors). Your identity is everything and it's vital that all your materials—printed and digital—look like they came from the same company.

Online presence total

Revisit the oldies but goodies

- ☐ Start a postcard campaign for your Just Sold listings.
- ☐ Start a postcard campaign for your Just Listed homes.
- ☐ Share industry data through a postcard campaign.
- ☐ Send out a monthly postcard with a neighborhood's "must-see" amenities.
- ☐ Start a monthly door-knocking regimen.
- ☐ Refresh your ads and signage with contemporary layouts.
- ☐ Keep up-to-date, professionally printed materials on hand to give out at a moment's notice.
- ☐ If the portrait on your print materials is the one of you shot 20 years ago, have a new photo taken.

Oldies but goodies total

Helpful links

[If You Like It Then You Ought to Put a Stamp on It: Real Estate Postcard Marketing Still Works](#)

[Zillow Market Overviews: 5 Ways to Use Local Real Estate Data](#)

[5 Tips for Taking a Memorable Real Estate Agent Headshot](#)



Shore up lead generation

- ☐ Scrub your database and consolidate all your contacts, leads and clients.
- ☐ Dedicate an hour or two every day to prospecting and reaching out to clients.
- ☐ Always note in your database how contacts and leads found you so that you know which lead generation methods are the most effective.
- ☐ Initiate a referral reward program for past clients.
- ☐ Hold monthly drawings that clients enter to win by submitting reviews.
- ☐ Provide limited-time offers for your services.
- ☐ Work your sphere of influence (SOI) by inviting local vendors—mortgage officers, interior design firms, home improvement shops—out for coffee or lunch.
- ☐ Collaborate with your professional network to cross-promote your services by holding quarterly raffles for contacts to win 2 hours of time or skills—such as consultations, makeovers, tune-ups and appraisals.
- ☐ Scour expired and withdrawn listings.
- ☐ Offer your assistance at “for sale by owner” homes.
- ☐ Send birthday or anniversary cards to contacts, current and past clients, and your SOI.
- ☐ Mail holiday cards to all of your contacts in your database.
- ☐ Send a card wishing a safe journey to seller clients who are moving away and make a point of keeping in touch with them.
- ☐ Expand your SOI by introducing yourself to new local businesses.
- ☐ Start drip campaigns for maintaining contact with leads, contacts and clients.
- ☐ Review your past sales and focus your efforts where you’ve succeeded the most. Is there a property type you’re best at selling? Does one demographic resonate with you better than another?
- ☐ Use your car to advertise; wrap it or use magnets to display your information. Don’t forget to customize your license plate frame with your website and phone number.

Helpful links

[7 Smart Tactics for Real Estate Prospecting](#)

[Maximize Your Sphere of Influence: 6 Simple Ideas to Get More Contacts](#)

[Keep in Touch: 8 Simple Steps for Setting Up an Email Marketing Campaign](#)

Lead generation total



Leverage events

- ☐ Hold an annual holiday party.
- ☐ If you already host a holiday party, host a customer appreciation event in the opposite season.
- ☐ Throw a Halloween party for the neighborhood kids.
- ☐ Advertise drawings at your events and tell invitees they'll earn an extra entry if they bring a friend interested in real estate services.
- ☐ Invest in your community by sponsoring a local improvement project, such as cleaning up a Little League baseball diamond or pitching in at a local food bank.
- ☐ Host a fundraising event for a local service organization.
- ☐ Invite clients to help at your community service event. Mention the event frequently on your website and social media platforms.
- ☐ Host a real estate seminar.
- ☐ Kick your open houses up a notch to attract more buyers. Change up the time and day, add unique food stations that play off a feature of the home, have it professionally staged.
- ☐ Use your open house events to attract seller clients, too.
- ☐ Sponsor or advertise on industry online events such as webinars and Twitter chats.
- ☐ Host a series of how-to classes for local contacts and clients. Take the opportunity to highlight your network by inviting guest speakers from your pool of lending, home improvement and interior decorating experts.
- ☐ Work your SOI by inviting colleagues to speak at seminars or how-to classes. Return the favor by offering your expertise at their events as well.
- ☐ Offer to speak at high schools or colleges to provide information about home buying and get them thinking about long-term plans and resources.

Events total

Helpful links

[5 Tips for a Successful Open House](#)

[Open House Signs: Virtually and on the Ground](#)

[The Top 5 Tactics to Get More Real Estate Listing Leads](#)



Show your appreciation

- ☐ Get out of the gift rut: Try giving something entirely different than what you've always given.
- ☐ Use logoed apparel as gifts or prizes. Make sure each recipient is someone who is happy to wear your logo on their back.
- ☐ Match the new buyer's housewarming anniversary gift with the traditional gift. For example, if it's the Paper anniversary (one year), create a calendar featuring pictures you took of their home.
- ☐ Give services instead of stuff—for example, meal delivery, spa treatment, lawn maintenance or housekeeping.
- ☐ Donate in your client's name to a local charity that's near and dear to them.
- ☐ Assemble a moving kit, fill it with items that can be custom-printed with your logo—marker pens, strapping tape, box labels, zip-top bags in various sizes—and other helpful supplies such as bubble wrap or newspaper.
- ☐ Jot down items that clients mention they like or want, then present it as a thank-you or housewarming gift after closing.
- ☐ Go high-tech: Apple Watches all around!
- ☐ Go low-tech: Drop off a plate of homemade cookies just to say hello.

Customer appreciation total

Helpful links

[Creative Real Estate Promotional Items](#)

[15 Last-Minute Gifts for Real Estate Clients](#)

[6 Innovative Real Estate Marketing Ideas for 2015](#)

Fine-tune your inner workings

- ☐ Use a CRM to automate your tasks so that you can spend more time on lead generation.
- ☐ Practice scripts to help you and your team members respond effectively to common scenarios.
- ☐ Stay informed. Catch up on the blogs, magazines and news sites that will help you stay contemporary with the industry.
- ☐ Reconnect with your real estate mentor and get their opinion on how you're doing.
- ☐ Attend industry conferences and seminars.

Helpful links

[Start the Year Off Right: 6 SMART Goals for Real Estate Agents](#)

[Choosing the Best Real Estate CRM](#)

[Real Estate Conferences: 10 Key Benefits of Attending](#)



Fine-tune your inner workings cont.

- ☐ Participate in local networking events.
- ☐ Join your Chamber of Commerce and network with other professionals in your community.
- ☐ Rededicate yourself to providing stellar customer service. Read your reviews and where you've been told you could use a little work.
- ☐ Create a list of your preferred partners—including mortgage, inspectors, attorneys, staging or interior design, cleaning, moving, landscaping, roofing, plumbing, electrical, etc.—and keep it ready to hand off to clients.
- ☐ Advertise any affiliations you have in other states to let buyers and sellers know they can ping you for a referral.
- ☐ Create or revisit your marketing plan; take a temperature check on the year's goals and rethink the effectiveness of your strategies and tactics.
- ☐ Keep an eye on the competition, see where they have an edge and identify why.

Fine tuning total

Use the local media

- ☐ Write press releases for genuinely noteworthy events around your business, such as local stewardship efforts, speaking engagements, new hires or opening a new office. Post releases to your site and send them to the local media as well.
- ☐ Submit a monthly or quarterly advertorial in your local newspaper. Yes, it's paid advertising, but formatted as an expert column, your message still provides credible and valuable real estate expertise.
- ☐ Develop a relationship with the local newspaper's real estate or business editor by inviting them out for lunch or coffee.

Local media total

Helpful links cont.

[Real Estate Sales Seminars: 7 Reasons You Should Sign Up](#)

[13 Real Estate Magazines You Should Start Reading Today](#)

[The 15 Best Books for Real Estate Agents](#)

Helpful links

[10 Catchy Real Estate Ads You Won't Want to Miss](#)

[Real Estate Advertising Ideas for the Holidays](#)



Your Results

Add up all your totals to calculate your final score:

Social media total /11

Online presence total /26

Oldies but goodies total /8

Lead generation total /17

Events total /14

Customer appreciation total /9

Fine tuning total /12

Local media total /3

Grand total /100

Well done! Your marketing checklist is complete!

To learn more about Zillow marketing solutions, go to <http://www.zillow.com/agent-advertising> or call 1-855-411-3631.